

## TARGETED WEB PAGE REDIRECTION

## ABSTRACT

5       The present invention provides redirection for a web page request for an old  
URL received at a web server. In an embodiment, a web page request from an end-  
user is redirected to a Common Gateway Interface ("CGI") script for handling the  
web page redirection. In an embodiment, the CGI script includes a routine for  
matching an old URL to a new URL provided in a lookup table. In an embodiment,  
each web page of an old URL has a corresponding new URL such that an end-user  
10       trying to access a web page using an old URL is always directed to a corresponding  
new web page, or to a relevant page if a corresponding new page does not exist. In  
another embodiment, a customized message may be associated with a match between  
an old URL and a new URL, and the customized message may be displayed prior to  
redirection.

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